

INFORMATION ON THE PROCESSING OF PERSONAL DATA

Regarding Promotions and the Loyalty Program

Dear Customer,

CSL Plasma Kft. (address: 1037 Budapest, Montevideo utca 7, 2nd floor; company registration number: 01-09-193476) hereby informs you about the processing of your Personal Data for promotional purposes and related to the Loyalty Program:

Basic Information on Data Protection

The information below provides a clear and straightforward summary of the data processing terms of CSL Plasma Kft., presented in a concise, transparent, and easily accessible way.

Data Controller and its Data Protection Officer	<i>CSL Plasma Kft. ("we", "plasma centre", 1037 Budapest, Montevideo utca 7, 2nd floor, Email: iroda@cslplasma.com; Phone number: +36 1 244 8217); Data Protection Officer: privacy@cslbehring.com;></i>
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Purposes and Legal Bases of Data Processing	<i>We process your Personal Data as a data subject – based on your written consent – for the following purposes:</i>
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	<i>(1) participation in periodic promotional campaigns, prize draws, and related information;</i>
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	<i>(2) participation in the Loyalty Program and related information;</i>
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	<i>(3) Donor organization and related information;</i>
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We process your Personal Data as a data subject for the following purposes to fulfil the requirements of the promotion and to comply with the relevant legal obligations:

	<i>(4) Receipt of promotional gifts, prizes, and their tax and accounting records;</i>
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Recipients of Data Transfer	<i>Your Personal Data is accessible to the staff involved in the plasma centre's promotional activities and by our service providers who support us in the aforementioned activities. We have implemented appropriate safeguards to ensure the security of your data.</i>
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Rights	<i>You have the right to withdraw your consent – even separately for each purpose – at any time. Withdrawal of consent does not affect the lawfulness of data processing based on consent before its withdrawal. Beyond this, you may exercise your rights to access, rectify, and delete your Personal Data. For more information, please refer to the detailed data protection notice.</i>
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Additional Information	<i>For more information, please read the description of CSL Plasma Kft's activities and our attached <u>Full Data Protection Notice</u>.</i>
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DATA SUBJECT'S CONSENTS

I, the undersigned, declare that I have received, read, fully understood the Data Protection Notice regarding Promotions and the Loyalty Program, and voluntarily consent to the following data processing (please mark the appropriate box):

DATA PROCESSING FOR PROMOTIONAL PURPOSES

Yes, I consent to CSL Plasma Kft processing my personal data provided voluntarily for promotional purposes, participation in the Promotion, and contact as specified in the notice.

Yes **No**

DATA PROCESSING RELATED TO THE LOYALTY PROGRAM

Yes, I consent to CSL Plasma Kft processing my personal data provided voluntarily for participation in the Loyalty Program and contact as specified in the notice.

Yes **No**

DONOR ORGANIZATION

Yes, I consent to being contacted by CSL Plasma Kft for donor organization purposes in the future as specified in the Full Data Protection Notice through the following channels:

phone, **SMS**, **Facebook/Messenger**, **through all channels listed here**
 via email or **by post**

I do not consent

PRIZE COLLECTION

Yes, I consent that if I am eligible for a prize, CSL Plasma Kft may document and publish my name, picture, and/or public data from my Facebook profile on its website and/or social media platforms (primarily: Facebook page) for the purpose of documenting and publicizing the receipt of my prize in the future as specified in the Full Data Protection Notice:

Yes **No**

I give my explicit data processing consents as indicated above and with my signature. I acknowledge that my consent is voluntary and can be withdrawn at any time. Withdrawal of any consent does not affect the lawfulness of data processing carried out before the withdrawal.

Place and date:

Name*:.....

Address*

Signature:

* Required data for your identification

FULL DATA PROTECTION NOTICE¹

1. Who is the data controller?

The controller of your personal data is **CSL Plasma Kft.** ("we" or "CSL PLASMA" or "plasma centre", 1037 Budapest, Montevideo utca 7, 2nd floor, Email: iroda@cslplasma.com; Phone number: +36 1 244 8217). This Full Data Protection Notice (hereinafter "**Notice**") covers the processing of your personal data (hereinafter "**Personal Data**") under the scope of Regulation (EU) 2016/679 of the European Parliament and of the Council of the European Union ("**GDPR**") and Act CXII of 2011 on Information Self-Determination and Freedom of Information ("Information Act").

The pharmaceutical company associated with CSL Plasma Kft. manufactures high-tech, life-saving medicines from plasma collected in Hungary and abroad. These medicines are also distributed in Hungary, contributing to the care of Hungarian patients.

CSL Plasma Kft., as a healthcare provider licenced by health authorities, is responsible for collecting, testing, processing, and storing human plasma. To promote its activities, increase awareness among donors, and facilitate donation, CSL Plasma engages in promotional activities. As part of its promotional activities, it organizes periodic campaigns and a Loyalty Program, during which gifts and prizes are distributed. Participation in promotions requires the provision of certain personal data.

2. Purpose and Legal Basis of Data Processing, Scope of Processed Data, and Persons with Access

The purpose, legal basis, scope of processed data, duration of data processing, and persons with access to the data are presented in the following table:

Purpose of Data Processing	Legal Basis of Data Processing	Scope of Processed Data	Duration of Data Processing	Persons with Access to the Data
1. Participation in Promotional Campaigns	Your consent based on Article 6(1)(a) of the GDPR.	For the purpose of identifying you and maintaining contact with you: a) name b) email address c) address d) phone number e) publicly available data on Facebook profile The provision of data is voluntary. If you do not provide the data, we will not be able to fulfil the purpose of data processing, and you will not be able to participate in the Promotion.	CSL Plasma will retain your personal data until the conclusion of the Promotion.	Your Personal Data is accessible only to the plasma centre staff involved in promotions and the marketing agency (Organizer) acting on behalf of CSL PLASMA, as named below, and the data processors named in the data protection notice available as described in Section 3 below.
2. Participation in the Loyalty Program	Your consent based on Article 6(1)(a) of the GDPR	For the purpose of identifying you, maintaining contact with you, and registering your participation in the Loyalty Program: a) Participant's name as per personal identification document b) Participant's date of birth c) Participant's residential address or place of stay in Hungary (cannot be a P.O. box or accommodation provider's address)	CSL Plasma will retain your personal data as long as you participate in the Loyalty Program.	Your Personal Data is accessible only to the plasma centre staff involved in promotions and the marketing agency (Organizer) acting on behalf of CSL PLASMA, as named below, and the data processors named in the data protection notice available as described in Section 3 below.

¹ 4 October, 2019 v.1.1

		<p>d) Participant's email address</p> <p>e) Participant's mobile phone number</p> <p>f) Participant's Loyalty Program identifier</p> <p>The provision of data is voluntary. If you do not provide the data, we will not be able to fulfil the purpose of data processing, and you will not be able to participate in the Promotion.</p>		
<p>3. Donor Organization: CSL PLASMA may initiate contact and maintain communication with you by post, phone, and electronic means for the purpose of providing information related to the collection of human plasma and blood, as well as organizing blood donations and recruiting donors.</p>	<p>Your consent based on Article 6(1)(a) of the GDPR</p>	<p>Your data below</p> <p>a) name</p> <p>b) email address</p> <p>c) address</p> <p>d) phone number</p> <p>e) publicly available data on Facebook profile</p> <p>The provision of data is voluntary. If you do not provide the data, we will not be able to provide you with information related to the collection of human plasma and blood.</p>	<p>Your Personal Data will be processed until you withdraw your consent, but no later than 5 years from the last contact with us.</p>	<p>Your Personal Data is accessible only to the plasma centre staff involved in promotions and the marketing agency (Organizer) acting on behalf of CSL PLASMA, as named below, and the data processors named in the data protection notice available as described in Section 3 below.</p>
<p>4. Application for prize draws, receipt of promotional gifts, prizes, and their tax and accounting records</p>	<p>Fulfilment of legal obligations regarding the accounting and tax administration of gifts and prizes based on Article 6(1)(c) of the GDPR, Section 169 of Act C of 2000 on Accounting (Accounting Act), and Act CL of 2017 on the Rules of Taxation (Art)</p>	<p>In connection with the application for prize draws, your data below:</p> <p>(a) name,</p> <p>(b) email address</p> <p>(c) Loyalty Program identifier</p> <p>In connection with the receipt and administration of prizes, your data below:</p> <p>(a) name;</p> <p>(b) address</p> <p>(c) tax number</p>	<p>Based on the Accounting Act for 8 years, and for the limitation period specified in the Art.</p>	<p>Your Personal Data is accessible only to the plasma centre staff, CSL Plasma Kft.'s accounting staff, and the accounting service provider named below acting on behalf of CSL Plasma Kft., as well as the marketing agency (Organizer) named below acting on behalf of CSL PLASMA as a data processor.</p>
<p>5. Publication of the receipt of promotional gifts and prizes</p>	<p>Your consent based on Article 6(1)(a) of the GDPR</p>	<p>Your data below:</p> <p>a) name</p> <p>b) picture</p> <p>c) publicly available data on Facebook profile</p> <p>The provision of data is voluntary. If you do not provide the data, we will not be able to notify the winner of their prize eligibility in case direct contact with the winner is unsuccessful.</p>	<p>Your Personal Data will be processed until you withdraw your consent, but no later than 5 years from the receipt of the prize.</p>	<p>With your consent, your Personal Data will be published on the CSL PLASMA website and Facebook page, accessible to visitors of these sites.</p>

3. Who can access the data?

Your Personal Data is accessible only to the plasma centre staff involved in promotions and its data protection officer, as well as **Marketing Store Kft.** (6725 Szeged, Hópárduc u. 22. ground floor, door 3.; Tax number:

14933295-2-06; Company registration number: 06-09-014562; email: info@marketingstore.hu hereinafter: **Organizer**.) involved in the execution of promotions and prize draws. The Organizer's data processing is governed by its own data protection notice, accessible at the following page: <http://www.marketingstore.hu/media/download/marketing-store-adatkezelesi-tajekoztato.pdf>. Additionally, CSL Plasma Kft.'s appointed accounting service provider, **MEMOLUX Szervező Fejlesztő és Szolgáltató Korlátolt Felelősségű Társaság** (1113 Budapest, Karolina út 65.; Tax number: 10268825-2-43; Company registration number: 01-09063111) has access. These individuals may access your Personal Data solely for the purpose and within the scope of their duties.

As a data processor, the Organizer uses the organizations specified in its data protection notice, which may change from time to time, to provide hosting and other support services related to the processing of Personal Data specified in this data protection notice. The web interface of the Loyalty Program is operated by Color Card Informatika Kft. (8000 Székesfehérvár, Almássy telep 13, 3rd floor, door 23.; Tax number: 11740188-2-07; Company registration number: 07-09-017828) on behalf of the Organizer, whose own data protection notice is accessible at the following page: <https://www.web2points.com/adatkezelesi-tajekoztato/>.

4. What data security measures do we apply?

We take all necessary measures to protect the processed Personal Data against unauthorized access, alteration, disclosure, deletion, damage, or destruction.

5. What rights do you have?

According to the applicable laws (i.e., the GDPR), you have the following rights:

(i) Right of access: You have the right to receive confirmation/feedback from us as to whether your Personal Data is being processed, and if so, you have the right to access your Personal Data. The right of access includes, among other things, the purposes of data processing, the categories of Personal Data processed, and the recipients or categories of recipients to whom the Personal Data has been or will be disclosed.

You have the right to request a copy of the Personal Data being processed. If you request additional copies, we may charge a reasonable fee based on administrative costs.

(ii) Right to rectification: You have the right to request the rectification of inaccurate Personal Data concerning you. Depending on the purpose of the data processing, you may have the right to request the completion of incomplete Personal Data, including by means of a supplementary statement.

(iii) Right to erasure (right to be forgotten): You have the right to request the erasure of Personal Data concerning you.

(iv) Right to restriction of processing: You have the right to request the restriction of processing of your Personal Data. In this case, the affected data will be marked and may only be processed for certain purposes.

(v) Right to data portability: You have the right to receive the Personal Data concerning you, which you have provided to us, in a structured, commonly used, machine-readable format, and you have the right to transmit those data to another controller without hindrance from us.

(vi) Right to object:

You have the right to object at any time to the processing of your Personal Data by us for reasons related to your particular situation, in which case we may be required to cease processing your Personal Data. If you have the right to object and you exercise this right, we will no longer process your Personal Data for such purposes, unless the processing is justified by compelling legitimate grounds or relates to the establishment, exercise, or defence of legal claims. Exercising this right does not incur any costs.

(vii) Right to lodge a complaint: In the event of a complaint, you are also entitled to lodge a complaint with the competent supervisory authority, particularly in the Member State of your habitual residence or where the alleged infringement of the GDPR occurred. In Hungary, this is the National Authority for Data Protection and Freedom of Information (address: 1055 Budapest, Falk Miksa utca 9-11., mailing address: 1374 Budapest, Pf. 603., phone: +36-1-391-1400, fax: +361-391-1410, email: [ügyfelszolgalat@naih.hu](mailto:ugyfelszolgalat@naih.hu)) or you may take the matter to court.

6. Contact:

You can exercise your rights (in point 5 (i) to (vi)) by directly contacting the data controller CSL Plasma Kft. through its contact details:

CSL Plasma Kft., address: 1037 Budapest, Montevideo utca 7, 2nd floor.

Email: iroda@cslplasma.com

Phone number: +36 1 244 8217,

In this regard, the data controller may request you to identify yourself before exercising your rights.

CSL Plasma Kft has appointed a data protection officer, whose contact is: privacy@cslbehring.com

Budapest, 3 March 2021